

Forecast: Professional Image.....Cloudy or Clear?



“A passive approach to professional growth will leave you by the wayside.” –Tom Peters

PAPA Fall 2017 Conference

Creating a Positive Professional Image

- Desired professional image
- Perceived professional image

YOU have control over 3 things in your life:

1. Thoughts you think
2. Images you visualize
3. The actions you take (your behavior)

Source: Success Principles

Confidence Boosters

- Greet others with a smile and look them directly in the eye.
- Always show real appreciation for a gift or compliment.
- Don't brag.
- Don't make your problems the centerpiece of your conversation.
- Respond to difficult times or depressing moments by increasing your level of productive activity

Source: <http://success.com/article/6-confidence-boosters>

Attention to Details

Gestures

- Gestures come first then the word
- Notice other people's body language
- Focus on your intent/emotion

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Professional Attire

Posture and Presence

“When you stand up tall and straight, you send a message of self-assurance, authority and energy.”

Initiate Interactions

- Be the first to make eye contact, shake hands, have idea or solutions

Appropriate voice tone

- Not what you said, it's how you said it
- Additional voice elements: pacing, pausing, volume, inflection, pitch, articulation

Rambling Strategies

1. Power up the pause
2. Slow your roll
3. Use Conversation framework

Source: 3 Smart Ways to Keep Yourself From Rambling Lea McLeod

Be a p-o-w-e-r networker

- Quality not quantity
- More about giving, ask people “How can I help you?”
- Be intriguing

Written Word Should Be:

- **Conversational**
- **Correct**- check facts, grammar, spelling, punctuation
- **Concise**- short, easy to read
- **Complete**- all necessary facts, related dates, numerical data

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Word **POWER** !!

Successful people speak words of

inclusion vs. separation,

will vs. can't,

do vs. try,

learned vs. failed

Definitely vs maybe.

Resources

Books

The Success Principles. Jack Canfield, 2005. New York. HarperCollins, Inc.

Poised for Success. Jacqueline Whitmore, 2001. New York. St Martins, Inc.

Articles

Creating a Positive Professional Image

Harvard Business School <http://hbswk.hbs.edu/item/4860.html>

3 Ways to Keep Yourself from Rambling

<https://www.themuse.com/advice/3-smart-ways-to-keep-yourself-from-rambling>

6 Confidence Boosters

<http://success.com/article/6-confidence-boosters>

Get Busy People to answer Email

www.inc.com/mark-suster/get-busy-people-to-answer-email.html?cid=sf01002

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